

What is claimed is:

1        1.        A method of enabling users to subscribe to content in a computing environment,  
2        comprising steps of:  
3                identifying behavior patterns of a user;  
4                using the identified behavior patterns to identify content which may be of interest to the  
5        user; and  
6                offering, to the user, a subscription to the identified content, without requiring the user to  
7        initiate a request for the subscription.

1        2.        The method according to Claim 1, further comprising the steps of:  
2                registering the offered subscription, upon acceptance thereof by the user; and  
3                using the registered subscription to deliver the identified content to the user.

1        3.        The method according to Claim 1, further comprising the steps of:  
2                customizing, for the user, the offered subscription such that at least one condition is  
3        placed on at least one portion of the identified content, wherein the at least one portion may  
4        comprise the identified content in its entirety; and  
5                registering the offered subscription, as customized by the user, upon acceptance thereof by  
6        the user.

1        4.        The method according to Claim 3, further comprising the step of:  
2                using the registered subscription to deliver the identified content which matches the

3 conditions to the user.

1 5. The method according to Claim 3, further comprising the steps of:  
2 specifying, for the user, at least one action to be carried out when the conditions are  
3 matched in the identified content.

1 6. The method according to Claim 5, further comprising the step of:  
2 evaluating the registered subscription, and if the condition(s) therein are met in the  
3 identified content, carrying out the action(s).

1 7. A system for enabling users to subscribe to content in a networking environment, further  
2 comprising:  
3 means for receiving an identification of behavior patterns of a user;  
4 means for using the identified behavior patterns, responsive to the means for receiving, to  
5 identify content which may be of interest to the user; and  
6 means for offering, to the user, a subscription to the identified content, without requiring  
7 the user to initiate a request for the subscription.

1 8. The system according to Claim 7, further comprising:  
2 means for registering the offered subscription, upon acceptance thereof by the user; and  
3 means for using the registered subscription to deliver the identified content to the user.

1 9. The system according to Claim 7, wherein the means for identifying, means for using, and  
2 means for offering are adapted for identifying behavior patterns of a plurality of users, using the  
3 identified behavior patterns to identify content which may be of interest to at least one of the  
4 users, and offering subscriptions to the identified content to the identified at least one of the users,  
5 respectively.

1 10. A computer program product for enabling users to subscribe to content in a networking  
2 environment, the computer program product embodied on one or more computer-readable media  
3 and comprising:

4 computer-readable program code means for identifying behavior patterns for a user;

5 computer-readable program code means for using the identified behavior patterns to  
6 identify content which may be of interest to the user; and

7 computer-readable program code means for offering, to the user, a subscription to the  
8 identified content, without requiring the user to initiate a request for the subscription.

1 11. The computer program product according to Claim 10, further comprising:

2 computer-readable program code means for registering the offered subscription, upon  
3 acceptance thereof by the user; and

4 computer-readable program code means for using the subscription to deliver the identified  
5 content to the user.

1 12. The computer program product according to Claim 10, wherein the computer-readable

2 program code means for identifying, computer-readable program code means for using, and  
3 computer-readable program code means for offering are adapted for identifying behavior patterns  
4 of a plurality of users, using the identified behavior patterns to identify content which may be of  
5 interest to at least one of the users, and offering subscriptions to the identified content to the  
6 identified at least one of the users, respectively.